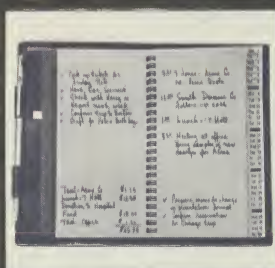
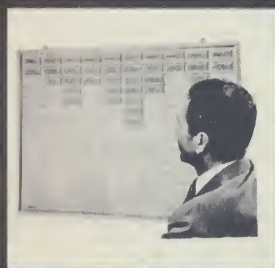




The EXECUTIVE SHOPPERTM

139 LINDEN AVE., WESTBURY, NEW YORK 11590



IDEAS and
ITEMS to
HELP YOU
LIVE
BETTER...
WORK
BETTER...



CLUB

CREDIT CARDS HONORED



Buy with confidence... you're in the best of company when you order from Caddylak Systems.



30 DAY FREE TRIAL OFFER

Our Unconditional Guarantee: Any product offered for sale by us can be purchased and used for 30 days on a free-trial basis. If you are not completely satisfied you may return it within 30 days and receive an immediate refund.



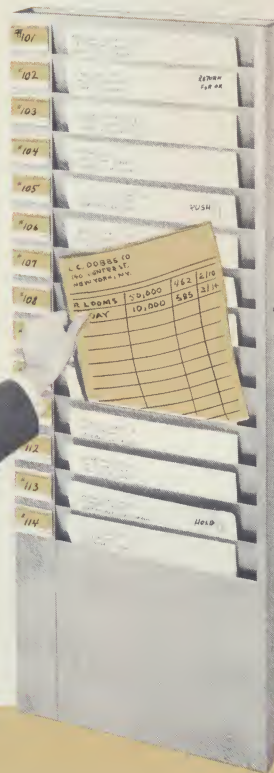
CADDYLAK SYSTEMS INC.

139 LINDEN AVENUE • WESTBURY, NEW YORK 11590 • 516-ED-3-8221

ORGANIZE YOUR WORK SCHEDULES EASILY!

MAGNETIC TAB HOLDERS IDENTIFY EACH FILE

There are 14 Magnetic Tab Holders, one to identify each file pocket. Colored paper tabs in sheet form are supplied with each unit. Type or write on these paper tabs... slip them into the magnetic tab holders and place them next to the file pockets to identify each file. Tab holders are 2" x 1 3/8", and are easily changed whenever desired.



CADDYLAK®-14 Magnetic WALL FILE HOLDS ALL SIZE SHEETS AND ENVELOPES FROM 8 1/2" x 11" TO 10" x 12"

KEEPS IMPORTANT SCHEDULES AT YOUR FINGERTIPS

The CaddyLak-14 Magnetic Wall File is the fast, easy way to handle your important paper work. There are 14 pockets in each unit, enabling you to easily separate and classify your work as to order of importance... by geographic area... department... date... month... job number, etc. Full 2" of the top of the sheet visible at all times.

CONVENIENT SIZE POCKETS WILL HOLD 25 SHEETS PER POCKET

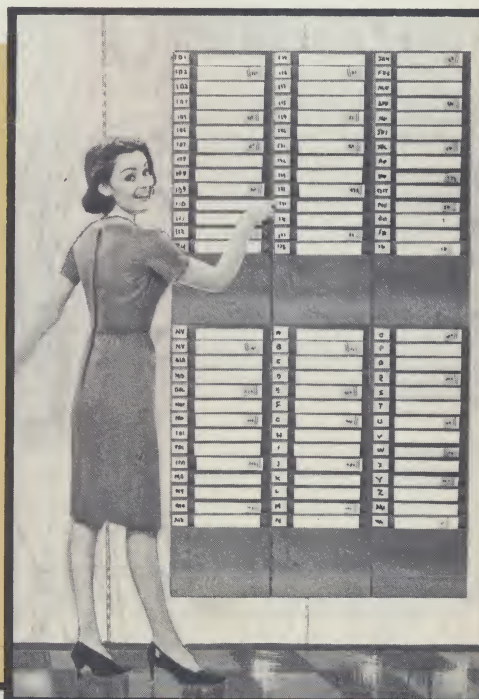
Each of the 14 individual pockets is 10 3/8" wide... 9" deep... and will hold up to 25 sheets of paper. The pockets are deep enough to hold your papers securely... yet a full 2" of the top of the sheet or envelope will be visible at all times.

USE IN COLUMNS...OR IN SERIES

Many firms use several CaddyLak-14 Magnetic Wall Files in series, even cover an entire wall. SOME TYPICAL USES! A brokerage house uses each pocket for a different stock report... a sales department quickly separates orders by color and style numbers... a production manager uses the Wall File to schedule jobs running on each machine.

6 Wall Files arranged horizontally, occupy wall space only 6 1/2" x 3". Contains 84 POCKETS.

6 Wall Files arranged horizontally and vertically, occupy wall space 3'3" x 6'. Contains 84 POCKETS.



CADDYLAK-14 MAGNETIC WALL FILE

(Convenient 13" x 36" size—Only 2 1/2" deep. Complete with magnetic tab holders and paper tabs.)

Color: Deluxe Black wrinkle finish.

No. 14-WF \$39.95

USE ORDER FORM ON PAGE 15 FOR 30 DAY FREE TRIAL OFFER

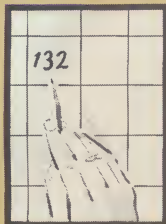
SEE WHAT'S HAPPENING
AT A GLANCE

CADDYLAK Change-A-Board® VISUAL CONTROL BOARD

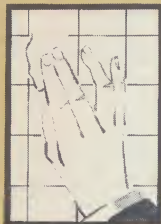
IDEAL FOR SCHEDULING:

SALES, PRODUCTION, INVENTORY,
ADVERTISING, SHIPPING,
PURCHASING, MAINTENANCE

MAKE CHANGES IN SECONDS



WRITE



ERASE



WRITE

Write on the Change-A-Board with black and red pencils supplied with each board. Wipe off old data with any dry cloth or tissue... without leaving a smudge or smear. Write in new, up-to-the-minute facts immediately. You can update your figures as often as necessary. Just write on and wipe off.

MAGNETIC TOO!

Naturally, some facts on your Change-A-Board will be more important than others. So, brightly colored magnets are supplied with each board. To keep yourself alerted to these "special" items, just place a red or green magnet near the item on the board. Your attention will always be directed to these magnetic reminders. It's an excellent way to highlight anything unusual about anything on the board. The magnets stick tight indefinitely until you remove them.

HELPS YOU WORK BETTER

Change-A-Board tells you at-a-glance where things stand in your operation... without you sorting through papers and notebooks, making phone calls or running around asking people for information. It heads off emergencies... keeps you from missing deadlines... and keeps important facts constantly before your eyes to alert you to "avoidable situations" before they occur. With this instant, up-to-the-minute picture of your business always in sight, you have tighter control over your operation. As facts and conditions change, you become aware of them immediately because they are not hidden away in a book or file that is out of sight. Instead of saying "why didn't somebody tell me?"—put Change-A-Board on your wall and see what's happening at-a-glance. You'll save time and work—and get more done, too.

USED BY

Continental Can Co. • Lever Brothers • International Nickel
Eastman Kodak • Dow Chemical • Internal Revenue Service
Yale University • Avon Products • Mt. Sinai Hospital • Xerox

HANGS LIKE A PICTURE EASILY PORTABLE

CHANGE-A-BOARD is a handy 25" x 19" size with a lifetime extruded aluminum frame and handsome magnetized, write-on wipe-off surface that fits any decor. It is sturdily built to last indefinitely. Weighs less than 4 pounds — a cinch to carry to meetings or conferences if necessary.

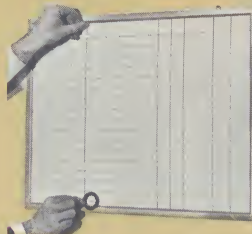
REALLY LOW COST AND DURABLE

Only \$39.95 for complete, perpetual, day-by-day control of your business. You'll save the cost of your CHANGE-A-BOARD over and over again in time, effort and increased efficiency. It's so easy to use... adapts so perfectly to your problems... and is so versatile and flexible, you'll wonder how you ever got along without it. Here you have a visual control system really low in cost... one that will work for you year after year.



CONVENIENT 25" x 19" SIZE

FLEXIBLE... SET IT UP FOR YOUR EXACT NEEDS



Only the 16 horizontal lines are permanently etched 1" apart. You create your own vertical columns using the roll of thin self-adhesive tape supplied. Make wide columns... narrow columns... as many as you need.

It's easy, fast... and impossible to make an error! If you change your mind, you just change the lines. Even months or years later, you can rearrange the vertical lines on your Change-A-Board to meet new situations that may arise. One thing is certain... you can be sure this control board will work because you set it up for your needs... and your needs only.

Complete Unit Contains:

- 1 25" x 19" CHANGE-A-BOARD with extruded aluminum frame, 16 horizontal lines etched 1" apart.
- 2 Pencils — one black — one red.
- 1 324" black ruling tape for making thin vertical columns.
- 2 12" magnetic Flexo strips (one red, one green), easily cut into smaller magnets, arrows, etc., with ordinary scissors.

No. 16... Change-A-Board Visual Control Board\$39.95 complete

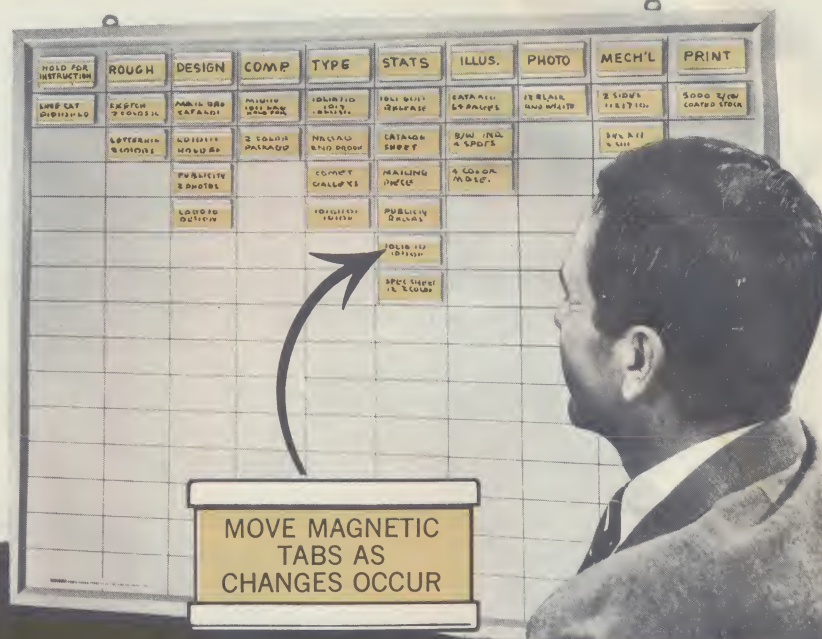
USE ORDER FORM ON PAGE 15 FOR 30 DAY FREE TRIAL OFFER

ARRANGE and REARRANGE SCHEDULES

QUICKLY...
NEATLY...
SIMPLY...

WITH EASY TO USE

TIMEWISE®-150 MAGNETIC VISUAL CONTROL BOARD



MOVE MAGNETIC
TABS AS
CHANGES OCCUR

Magnetic
TIMEWISE-150 takes
the work out of accurate
visual control because here's
all you do:

1. Simply type or
write (up to 3 lines)
on colored perforated
paper tabs.



2. Strip tabs from
perforated sheets.



3. Insert tab in
Magnetic Holder
and place on
board.

4. Move as needed (in any
direction) from column
to column.

IDEAL FOR SCHEDULING SHIPPING • PURCHASING • SALES INVENTORY • ADVERTISING • PERSONNEL

- See vital information at-a-glance.
- Make changes quickly and easily by moving magnets.
- Keep important data up-to-the-minute

Here's the really easy way to keep pertinent data up-to-date... simply by moving Magnetic Holders from column to column — to provide you with a completely current status of your project. Permits you to arrange and rearrange schedules and other data without making up new forms... a real work and time saver.

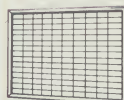
USED BY Melrose Distillers, University of California, Sears-Roebuck Co., American Telephone and Telegraph, General Motors Corporation, Hewlett-Packard, American Manganese, IBM, etc.

HANGS LIKE A PICTURE— EASILY PORTABLE

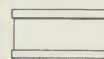
TIMEWISE-150 is a handy 25" x 19" size with a lifetime extruded aluminum frame. Weighs less than 4 pounds — a cinch to carry to meetings or conferences. It's so easy to use and is so versatile you'll wonder how you ever got along without it.

TIMEWISE-150... the all-purpose

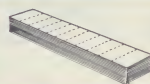
Magnetic Visual Control
Board comes complete
with:



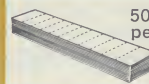
1 Magnetic 25" x 19"
TIMEWISE-150 board with
handsome extruded
aluminum frame... ruled
10 columns across...
15 columns down.



36 2" x 1" .
magnetic tab
holders.



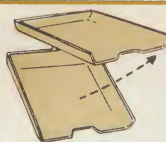
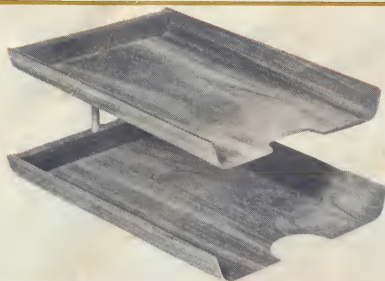
500 Green
perforated tabs.



500 Orange
perforated tabs.

No. 150... Timewise-150\$39.95 complete

USE ORDER FORM ON PAGE 15 FOR 30 DAY FREE TRIAL OFFER



Trays pivot to left-to right

LETTER TRAYS The most handsome and practical Desk Trays — anywhere. Flawlessly grained Walnut coupled with Swedish craftsmanship, are your assurance of unexcelled quality. On Double Tray and Triple Tray, all the trays pivot to left or right for unusual visibility and access to the other trays. Double Tray contains one upper tray 10" x 14" and one lower tray 10" x 16". Triple Tray has one upper tray 10" x 13", one middle tray 10" x 14" and one lower tray 10" x 16".

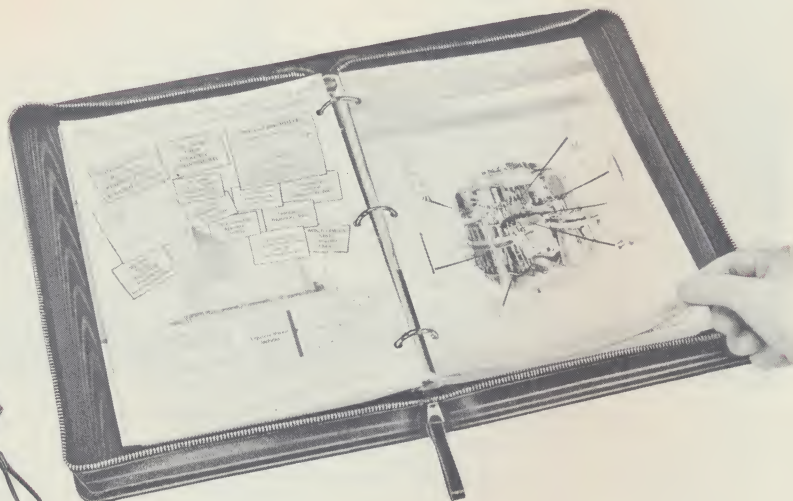
In Genuine Walnut

No. 602 . . . Double Tray . . . \$19.95 No. 609 . . . Triple Tray . . . \$29.95
(Not illustrated)

Distinguished ZIPPERED LOOSELEAF CARRYING CASE



The complete carry-all for the executive on-the-go. Opens flat . . . zippered on 3 sides . . . pages securely held as though in a vault. Two extra inside pockets for cards, notes, pencils, schedules, etc. Ring binder roomy 1" capacity. Takes Standard 8½" x 11" 3 hole punch paper. Lined in handsome black silk moire.



No. N-100-Z . . . In Black Naugahyde . . . \$15.95
No. C-100-Z . . . In Black Top Grain Cowhide . . . \$24.95

LOOSELEAF BINDER with LOCK AND KEY

Keeps your private papers really private! This handsome, durable looseleaf binder has its own special security lock which locks with key for double protection. Nobody . . . but nobody can thumb through when you're not there. Two additional inside pockets for "extras". Spacious 1" capacity ring binder. To be used with Standard 8½x11" 3 hole punch paper. Elegant black silk moire lining throughout.



LOCK AND KEY LOOSELEAF BINDER

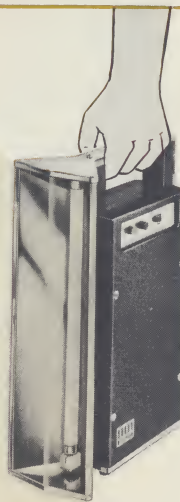
No. N-100-L . . . In Black Naugahyde . . . \$11.95
No. C-100-L . . . In Black Top Grain Cowhide . . . \$19.95

THE SAFARI LIGHT

Floodlights a wide area — Not just a beam. (home . . . office . . . boat . . . tent).

Brilliant fluorescent lighting . . . at the flick of a switch . . .

Use the Safari light anywhere . . . inside or outside. You can read, work, cook and play by it. Lights up an entire room. Absolutely safe. Comes complete with 2 heavy-duty batteries . . . ready to go. Can also be used with AC current. Comes in an indestructible polystyrene case, with stainless steel reflector and trim. Size: 12¾" high by 4" wide x 7¾" deep. Weighs 9 lbs.



No. 165-B . . . Safari Light . . . \$29.50
(Includes Batteries)

USE ORDER FORM ON PAGE 15 FOR 30 DAY FREE TRIAL OFFER



POCKET MEMO SYSTEM

5 in 1 • APPOINTMENT BOOK • DIARY and WORK RECORD
EFFICIENCY • EXPENSE RECORD • FOLLOW-UP TICKLER SYSTEM
SYSTEM • BUSINESS and SOCIAL SECRETARY



On The Go

... people to see ... things to do? CaddyLak goes everywhere with you in the field, at the office and at home. Reminds you automatically of all the things you must do at the time they should be done. Eliminates mental notes, loose cards and scraps of paper. Like having your personal assistant with you at all times ... at a cost of only 6¢ a day.

HOW THE CADDYLAK POCKET MEMO SYSTEM WORKS

You receive your set in a hinged file chest that contains a fine pocket case, 12 individual monthly diaries, 12 expense summary cards and a phone index. The "heart" of the CaddyLak system is the extra-slim pocket case which holds your current monthly diary and the slim phone index. This is all you carry with you. We guarantee you can not get a slimmer, lighter weight unit anywhere! Weighs only a few ounces complete.

Each month you slip the current diary into the pocket case. Diaries for future months remain in the file chest until needed.

HOW CADDYLAK SUCCEEDS IN ORGANIZING YOUR DAY

Because CaddyLak provides you with a neat orderly schedule of things you must do, you become better organized. You see at a glance your plan for every day of the month. Appointments, follow-ups and important details are always before you in a sequence that makes sense. And because CaddyLak provides 2 full pages for each day's notes, you have plenty of room for all your memos. This one slim unit acts as your (1) appointment book (2) follow-up tickler system (3) expense record (4) diary and work record (5) business and social secretary. CaddyLak improves your efficiency by keeping all your notes in one place.

HOW CADDYLAK PROVIDES YOU WITH PERMANENT RECORDS

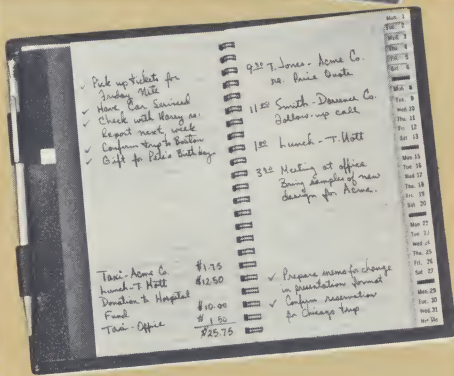
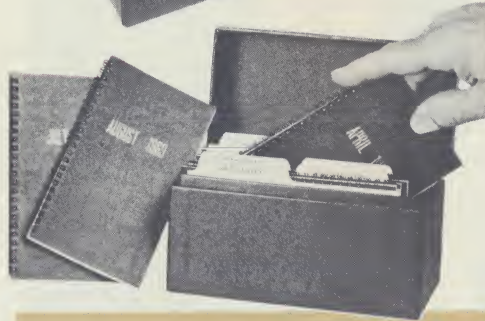
By keeping your outdated diaries in the file chest, you automatically create a permanent reference file for personal and tax purposes. At the end of the year you have an exact chronological record of every person you saw and every penny you spent. No wonder users call CaddyLak the "Efficiency Plus" system.

THE FINEST POCKET MEMO SET YOU CAN USE

No detail has been overlooked to make this the finest set you can have. The paper is lightly tinted, sight-saver paper that eliminates glare. There are only 21 rules on each page — spaced a full 1/4" apart so you can write in your normal handwriting. Pages are free of all printed columns and headings that interfere with your free flowing notes. Diary size 3 1/2" x 6", lies flat. Two pages for each day's notes. Each diary individually bound and indexed. Black morocco grain cover on each diary matches the grain on the pocket case. Month and year embossed with gold leaf.

Pocket case has 4 compartments (for business cards, papers, etc.) and gold mechanical pencil. Double loops keep from snagging on your pocket.

Set contains 12 consecutive monthly diaries, 12 expense cards, 1 phone index and 1 extra slim pocket case. Shipped in a hinged-top file chest. Refill sets always available for subsequent years.



IMPORTANT

SETS MAY BEGIN WITH ANY MONTH YOU SELECT AND CONTAIN 12 CONSECUTIVE MONTHLY DIARIES. Example ... A set ordered to start with the diary for June will contain 12 consecutive monthly diaries ending with the diary for May of the following year.

A SEPARATE 3 1/2" X 6" DIARY FOR EACH MONTH OF THE YEAR

12 MONTH SETS INCLUDE:

- | | |
|---|-------------------------------------|
| 12 Monthly Indexed Diaries (Diary size: 3 1/2" x 6" closed) | 1 300 Entry Phone-Address Directory |
| 12 Monthly Summary Cards | 1 Two-Year Calendar |
| | 1 File Chest |
| | 1 Pocket Case |

No. R-26 ... Refill 12-Month CaddyLak Set \$ 8.95
 (no pocket case)

No. S-26 ... Standard 12-Month CaddyLak Set \$10.95
 (with leatherette Pocket-Case—no pencil)

No. D-26 ... Deluxe 12-Month CaddyLak Set \$15.95
 (with Black Imported English Morocco Pocket-Case and Gold Mechanical Pencil)

No. P-26 ... Prestige 12-Month CaddyLak Set \$19.95
 (with Black French Pinseal Goat Pocket-Case and Gold Mechanical Pencil)



THE FAMOUS CADDYLAK INDEX

The thumb index on each monthly diary is one of the reasons why CaddyLak works so easily.

- You locate any day immediately.
- The index acts as a complete at-a-glance calendar for each month.



USE ORDER FORM ON PAGE 15 FOR 30 DAY FREE TRIAL OFFER
 SPECIFY MONTH WITH WHICH SET IS TO START

EXTRA THIN CADDYLAKE HIP POCKET MONEY CLIP/CREDIT CARD WALLET

Amazing how thin and lightweight this wallet is...and how compact too. Not much larger than the credit cards themselves! Specially designed to fit into your hip pocket without showing bulk... So slim and small you can carry in your shirt pocket... even when filled.

- Holds more than 12 credit cards in transparent windows.
- Folding money in separate section secured by tough tension clip making it a cinch to insert or remove bills. Currency section also has additional pocket for checks, cards, etc.
- Comes in handsome leathers.

CADDYLAKE HIP POCKET MONEY CLIP/CREDIT CARD WALLET

No. 185M ... Black Imported English Morocco	\$ 6.95
No. 185P ... Black French Pinseal Goat	\$ 8.95
No. 185A ... Brown Genuine Alligator	\$14.95



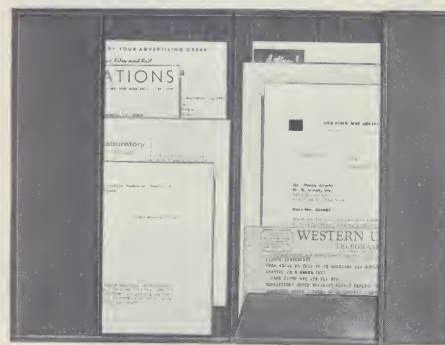
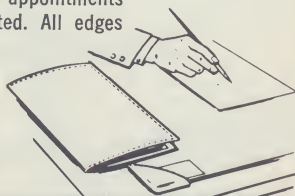
DESK WALLET

Another CaddyLake Exclusive Design...

For that crisp, neat, efficient "top-of-the-desk" look... Gather up all your papers and put them into this impressively designed desk wallet. Keeps confidential information right at your fingertips... yet out of sight of visitors. Convenient way to carry files home... to appointments... etc. Measures 10" x 14" closed. Beautifully constructed. All edges hand turned... insides fully lined in black silk moire.

DESK WALLET

No. 2000N ... Black Naugahyde	\$ 9.95
No. 2000C ... Genuine Black Cowhide	\$14.95



CADDYLAKE BREAST POCKET BILLFOLD & CREDIT CARD CASE

This superbly crafted case is loaded with surprises! Designed to hold more than 16 credit cards, I.D. cards, photos, etc.

Semi Deep Well Currency Pocket keeps your money out of sight even when the secretary is fully opened.

Full Deep Well Convenience Pocket is for large denomination currency. Placed at the bottom of the deep well, it's like putting your bills in a vault... completely out of sight and separated from your lower denomination bills. Four additional handy pockets for business cards, note pad, etc. make your CaddyLake Pocket Case a "must" for the busy executive.

CADDYLAKE BREAST POCKET BILL FOLD AND CREDIT CARD CASE

No. 480M ... In Black Imported English Morocco	\$10.95
No. 480P ... In Black French Pinseal Goat	\$12.95



CADDYLAKE EXECUTIVE FLIGHT BAG

Amazing lightweight, roomy travel case (only 21x12x8)... takes bulky items, yet fits under your seat. Holds enough traveling gear for a week.

Large zippered center section packs an amazing quantity of shirts, shoes, underwear, pajamas, toilet gear, accessories, etc.

TWO EXTRA OUTSIDE POCKETS

1. Roomy zippered outside compartment to reach valuable work papers quickly.
2. Deep open outside pocket for magazines, newspapers, books, film and other sundry items collected while traveling.

Entirely hand made by leather craftsmen of the "old school". Available in fine leather or rugged Naugahyde... fully lined.

CADDYLAKE EXECUTIVE FLIGHT BAG

No. H40N ... In Black Scuffproof Naugahyde	\$24.95
No. H40C ... In Black Top Grain Cowhide	\$34.95



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Revolutionary Design!

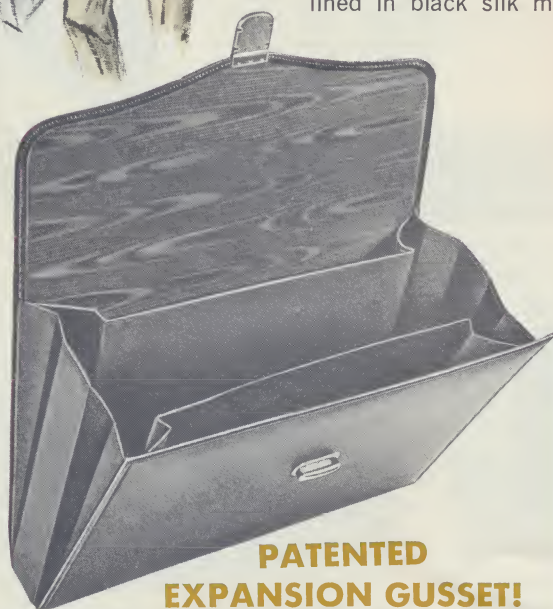


New! CADDYLAK® E•X•P•A•N•S•I•O•N ATTACHE CASE

Permits easy scanning of entire contents...

Opens upright and expands to 7" wide at the top to permit easy scanning of entire contents. Patented gusset gives you the luxury of an expanding file . . . with the slim line of a 2" wide case when closed.

Slim... Elegant... Lightweight... The simple elegance and distinctive modern lines of this new E•X•P•A•N•S•I•O•N Attache Case will make you proud to take it to any conference. Extremely lightweight (less than 2½ pounds) and entirely handcrafted by fine leather artisans of the "old school". (No molded or heat sealed parts). All edges hand-turned and stitched to perfection. Elegantly lined in black silk moire. Amazingly durable . . . will last for years looking new.



**PATENTED
EXPANSION GUSSET!**

More spacious . . . yet lighter in weight than any other comparable attache. Less than 2½ pounds.

Interior has 3 sections... Holds all your papers and files, including legal sized documents. Wide center section carries extra shirt and socks for overnight travel.

Overall size (Closed):	15" x 11" x 2"
Expansion gusset:	Opens to 7" at the top
Inside Compartments:	3 separate sections
Construction:	Entirely handmade by craftsmen (no molded or heat sealed parts)

CADDYLAK E•X•P•A•N•S•I•O•N ATTACHE CASE . . .

No. 712-N . . . Black Genuine Naugahyde	\$24.95
No. 712-C . . . Black Top Grain Cowhide Leather	\$34.95
No. 712-P . . . Black Pinseal Goat Leather	\$49.95

USE ORDER FORM ON PAGE 15 FOR 30 DAY FREE TRIAL OFFER

NEW... NEW... NEW!

CADDYLAK® Self Adhesive HANDY-FILES

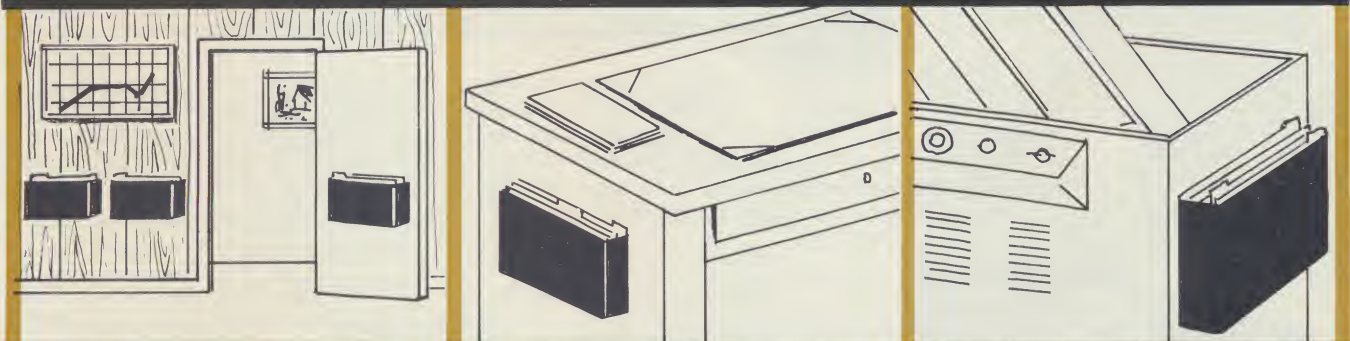
*Keeps Important Files
at Your Fingertips!*

**STICKS TO ANY SMOOTH SURFACE...
GLASS, METAL, WOOD, ETC.**

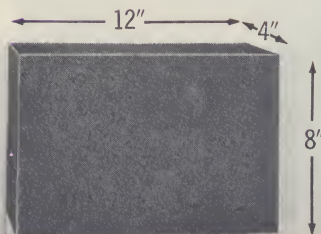
At last a way you can reach your important files instantly. Caddylak Handy Files have a unique self-adhesive backing that will adhere to any smooth surface . . . i.e. glass, metal, wood, etc. Hang them on the sides of your desk . . . on the filing cabinets . . . on the wall . . . They'll hold hundreds of papers. Keep your desk top uncluttered and ready for action. Stash your papers, folders, job tickets, etc. into a Handy File. Eliminates searching in drawers for vital information. Caddylak Handy Files are a "must" in every office. Every Handy File comes with a gold magnetic bar to be used on the face of the file. Keeps "urgent" memos visible at all times. With Caddylak Handy File, you'll be organized like never before.

**MADE OF FINE STEEL TO LAST FOREVER . . .
DELUXE BLACK WRINKLE FINISH**

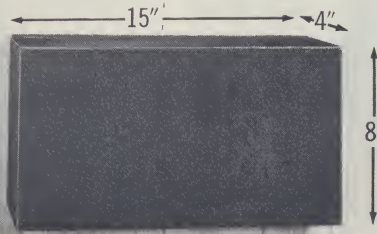
**HANDY TO HOLD:
ORDERS, JOB TICKETS, FOLDERS, CORRESPONDENCE, BROCHURES, ETC.
ON WALLS, SIDE OF DESK, ON FILING CABINET AND MACHINERY**



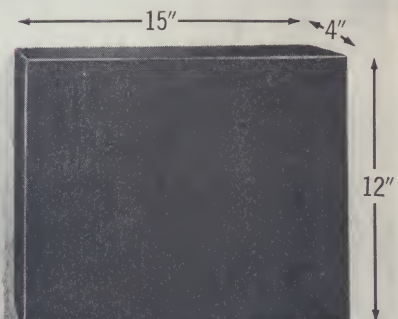
AVAILABLE IN 3 SIZES (Magnetic Bar Included)



No. 812 . . . Letter Size Handy File
(12"W x 4"D x 8"H) **\$10.95**



No. 815 . . . Legal Size Handy File
(15"W x 4"D x 8"H) **\$11.95**



No. 1215 . . . Jumbo Size Handy File
(15"W x 4"D x 12"H) **\$12.95**

claricon® Wireless Intercoms! They're Portable!

**NO INSTALLATION!
NO WIRES!**

**HANDIEST
ALL AROUND HELPER!
JUST PLUG THEM IN!**

**LINKS ANY NUMBER OF STATIONS.
A MUST AT HOME OR OFFICE.**

Elegantly styled: Is attractive at home on kitchen counter or wall, living room, nursery, workshop, or in an executive office. Use twenty or more to link different rooms or departments . . . all on one regular AC house current circuit.

Precision engineered: Two separate channels for selecting "CALL" or "RECEIVE". Simple push button operation, with talk lock feature for baby minding and sickroom.

Crystal clear transmission: Voices and sounds come through crisp and clear as a bell. Volume control permits adjustment for any level of loudness.

FEATURES

- Every unit is a master unit
- Talk lock for baby minding
- Pilot on signal
- Volume control
- Bracket for wall, table or desk mounting
- Channel selector
- Large microphone—speaker for clarity, 4 transistors, diode, rectifier circuits transmit & receive over 155 vac lines channel A 200KC and B 165KC
- Size 5¾" x 7¼" x 3" High Impact Plastic Case

No. 37-100 . . . Claricon® Wireless Intercoms . . . \$59.95 per pair
(SINGLE UNITS AVAILABLE \$30.00)

NO WIRES! NO COSTLY INSTALLATION! SIMPLY PLUG INTO ANY OUTLET—110 VOLTS, 60 CYCLE AC CURRENT.



AT HOME



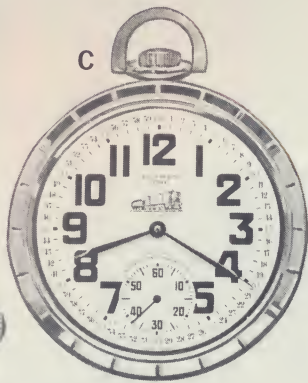
AT THE OFFICE



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UNUSUAL REYMAN 1896 TIMEPIECES

Since 1896 . . . Reyman's has provided fine watches to discriminating people. Each watch unconditionally guaranteed for one full year. An unusual watch is an appreciated gift!



REYMAN "BOLD FACE" WATCHES

Perfect Watches . . . For Imperfect Eyesight. Large, plain numerals make it easy to tell time . . . even without eyeglasses. Handsome, modern timepieces.

- A—No. W901 . . . Man's "Bold Face" Wristwatch\$29.95
B—No. W902 . . . Lady's "Bold Face" Wristwatch\$29.95
C—No. W903 . . . "Bold Face" Pocket Watch\$34.95

All above watches have 17 Jewels, Swiss movements, Sweep-second hand, Stainless Steel Case, Waterproof and Anti-magnetic.

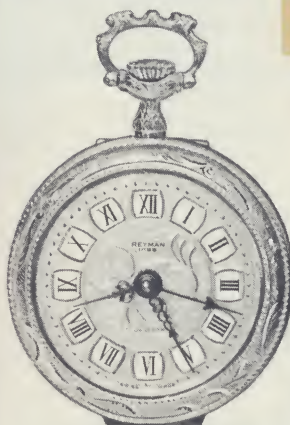


CIGARETTE LIGHTER — WATCH COMBINATION

A handsome silver and black onyx finish lighter with a built-in Reyman fine 17 jewel watch. Simple servicing for fluid and flint. A most unusual gift for man or woman. Overall size is 1" x 2 1/4" x 1/2".

17 Jewel Swiss movement, shock resistant and anti-magnetic.

No. W904 . . . Cigarette Lighter-Watch\$39.95



POCKET & DESK ALARM WATCH

A smart new idea . . . with an old-fashioned look. Use as a pocket watch and desk clock. Special self-contained easel back holds watch upright on desk or table. Alarm wakes you or reminds you of important appointments or duties.

No. W905 . . . Pocket and Desk Alarm Watch
\$29.95

7 Jewel, Swiss movement, gold plated case. Shock resistant and anti-magnetic.



EASEL BACK

CONVERTIBLE POCKET & DESK WATCH

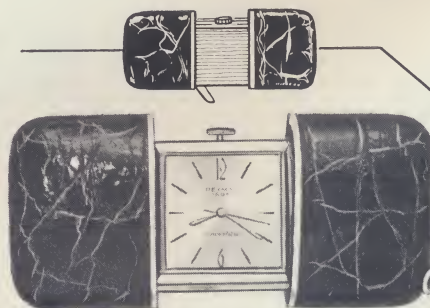
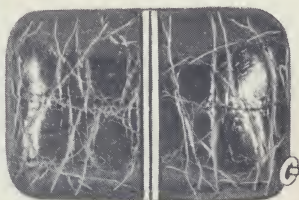
Small and lightweight. Genuine Alligator case snaps open to disclose the watch. Stands on table or shelf when case is opened. Comes with loop for attaching to key chain. Perfect for travelling.

Size Closed: 2" x 1 1/2" x 1/2"

Size Opened: 3" x 1 1/2" x 1/2"

No. W906 . . . Convertible Pocket & Desk Watch.....\$45.00

17 Jewels, Swiss movement, gold filled watchcase, genuine alligator outer case. Shock resistant and anti-magnetic.



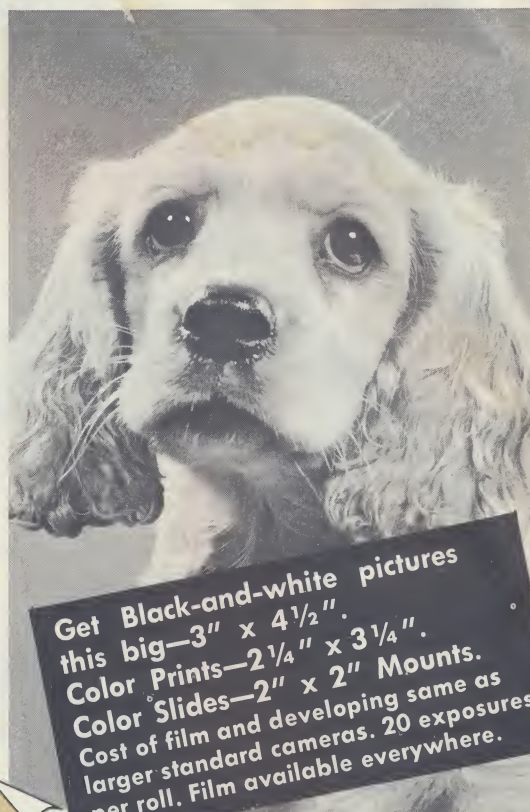
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IF YOU LIKE TO TAKE PICTURES... BUT HATE TO DRAG A CAMERA ABOUT ... Try world famous MINOLTA 16-MG

Subminiature Camera

- Fits in your pocket or purse like a pack of cigarettes
- Fine precision camera used by professionals
- Fully automatic . . . no manual lens settings
- Clear, sharp, standard-size prints
- Load in 5 seconds with drop-in cartridges (Kodak film) no winding or threading of film
- Built-in electric eye to make picture-taking quick and perfect.



Get Black-and-white pictures this big—3" x 4 1/2".
Color Prints—2 1/4" x 3 1/4".
Color Slides—2" x 2" Mounts.
Cost of film and developing same as larger standard cameras. 20 exposures per roll. Film available everywhere.

LITTLE CAMERAS — LOTS OF FUN . . . and fine pictures too!

The Minolta 16-MG sub-miniature fits perfectly in pocket or purse, is easy-to-load, easy-to-use. To load, simply open the cover . . . drop in a loaded Minolta film magazine . . . and you're ready to take your first picture. You can load in less than five seconds, even in a dark room. Then, when you've finished the roll, open the camera and take out the magazine. You don't have to re-wind. So get more fun out of photography. Surprise your friends. Carry a Minolta sub-miniature and get the picture every time.

SPECIFICATIONS

16 MG Sub-miniature camera using 16mm film in easy-to-load cassette. Fast 20mm F2.8 Rokkor Lens. Shutter speeds from 1/30 to 1/250 second. Built-in exposure meter cross-coupled to programmed shutter. Follow-needle system with turning exposure control dial. Bright frame viewfinder with parallax correction. Automatic shutter cocking and double exposure prevention. EV8 to EV19 on ASA 100 film. Automatic film counter with resetting indicator shows unexposed frame number. **Weight: A scant 5 1/2 ounces. Small size: 4 1/8" x 1 1/8" x 2 3/8".**

EASY TO USE . . . Fully Automatic

Minolta's newest easy-to-use subminiature camera is a handsome piece of photo equipment, as fashionable as fine jewelry . . . and designed to help you get top-quality pictures. The 16 MG has a built-in exposure meter connected to a programmed shutter. Precise exposure measuring is determined by turning the exposure control ring until a red match needle is aligned with a silver indicator. This means you never have to figure out correct exposure. The camera does it for you, automatically.

FITS IN YOUR SHIRT POCKET



UNCONDITIONALLY
GUARANTEED BY
MINOLTA FOR PARTS &
LABOR FOR ONE YEAR

Minolta, world famous for fine cameras, lenses and accessories, is one of the few companies in the world that makes its own lenses from start to finish. The Rokkor lens on every Minolta camera assures you of the ultimate in performance. Parts are made to withstand a life-time of hard use. Over 500,000 Minolta Sub-minis are now in use.

EVERYTHING YOU NEED FOR PLEASANT PICTURE TAKING! YOUR MINOLTA 16MG IS DELIVERED TO YOU IN THIS SMARTLY STYLED GIFT KIT.

Jewel-type, red-velvet lined kit includes 16-MG camera with metal wrist chain and case, direct contact flashgun with case and 1 roll of color film. The ideal personal or business gift!

No. 16-MG . . . Minolta Gift Kit\$89.95



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CADDYLAK® Telephone CADDY

AVAILABLE in 2 STYLES

Each style is a handsome lifetime black styrene unit, only 1" high, sits under the phone. When closed takes up no more room than the phone itself.

STYLE NO. 1 — Telephone DIRECTORY CADDY

Records over 300 names, addresses, phone numbers on alphabetized cards protected by clear plastic windows.

24 — \$2.95 each	500 — \$1.55 each
48 — \$2.45 each	1000 — \$1.40 each
96 — \$2.15 each	2500 — \$1.30 each
250 — \$1.85 each	5000 — \$1.24 each

In quantities of 1000 units and over we can supply the alphabetized cards or any specially printed cards made to your order. Price for the specially printed cards quoted on request.

Sample Units Available Without Imprint at \$2.95 Each. Please Enclose Payment With Order. If you wish to have a sample with your imprint, add \$15 which will be deducted from future orders.

No. TC-500 . . . Telephone Directory Caddy

Prices Include Your Sales Message That Works Every Minute of Every Day. Telephone Directory and Telephone Drawer CADDY Orders Can Be Combined So That You Take Full Advantage of Quantity Discounts

Maximum Size of Imprint:
5/8" x 4 1/2"
(3 Lines)

Imprinting Color:
Silver on Black

Packing:
24 Individually boxed Telephone Caddys in master carton. Weight—approximately 24 lbs.

Terms:
Net 30 Days to Rated Firms: F.O.B. Westbury, New York

Delivery:
On quantities under 1000, allow approximately 4 weeks for delivery. Over 1000 about 5 to 6 weeks for delivery.

STYLE NO. 2 — Telephone UTILITY DRAWER CADDY

Telephone DRAWER Caddy has handy file drawer instead of telephone index. Inside drawer size: 9 3/8" long, 5 1/8" wide, 5/8" deep, holds personal-sized phone books, memo pads, pens, pencils, stamps, etc.

24 — \$2.45	500 — \$1.10
48 — \$1.95	1000 — \$.95
96 — \$1.70	2500 — \$.90
250 — \$1.40	5000 — \$.84

Supply us with your imprinted booklet to be inserted in the drawer — and we'll mail to your list of recipients . . . or, we will fill the drawer with your sales literature . . . and samples . . . and mail to your customers. They'll read your advertising . . . and appreciate the gift, too! Inquire about additional insertion costs.

Sample Units Available Without Imprint at \$2.45 Each. Please Enclose Payment With Order. If you wish to have a sample with your imprint, add \$15 which will be deducted from future orders.

No. TD-501 . . . Telephone Utility Drawer Caddy

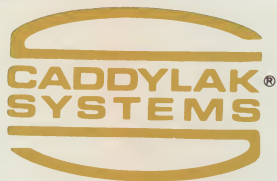


PRINT COPY TO BE IMPRINTED CLEARLY — MAXIMUM 3 LINES
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NO RISK FREE TRIAL ORDER FORM

OUR UNCONDITIONAL GUARANTEE:

Any product offered for sale by us can be purchased and used for 30 days on a free-trial basis. If you are not completely satisfied you may return it within 30 days and receive an immediate refund.



CaddyLak Systems, Inc.
139 Linden Avenue
Westbury, New York 11590
(516) ED 3-8221

Gentlemen:

Please send us the item(s) ordered below, under your 30-day free trial offer. I understand that if I am not completely satisfied. I can return the item(s) ordered and receive a full and immediate refund. This is an unconditional guarantee.

QUAN.	ITEM NO.	DESCRIPTION	PRICE	TOTAL

Name _____

Company _____
(If Needed)

Street _____

City _____

State _____ Zip _____

F.O.B. Factory, Westbury, N.Y.

Signed _____

☐ Check enclosed (Save shipping charges. N. Y. State Residents add Local Sales Tax.)

☐ Bill Company

☐ Charge to my American Express

Card. Acct # _____

Card # _____

☐ Charge to my Diners Club Card

Acct. # _____

PLEASE CUT ALONG DOTTED LINE — MAIL COMPLETE ORDER FORM TO FACILITATE HANDLING

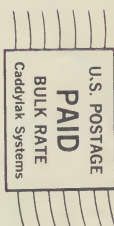


1 NELSON
BOX 1546
POUGHKEEPSIE N Y 12603

139 LINDEN AVENUE
WESTBURY, NEW YORK 11590



If undeliverable do not return.



FOR THE EXECUTIVE HANDYMAN

THE MOST COMPACT...
ALL-INCLUSIVE...

CADDYLAK TOOL PORTFOLIO

FOR MAJOR AND MINOR REPAIRS... AT HOME... AT THE OFFICE... ON THE BOAT... This unbelievably slim (only 1 1/2" deep) sturdy tool kit contains a complete assortment of 28 PRECISION TOOLS including Adjustable Wrench, Screw Driver with Six Interchangeable Blades (both Phillips and Regular), Carpenters Level, Eight Open-End Box Wrenches, Padded-Handle All Steel Hammer, Pliers, Socket Wrench with seven different heads, and a metal Tape Measure Reel.

SUGGESTION: A GREAT GIFT IDEA.
No. 4463-N... CaddyLak Tool Portfolio...\$19.95
In Black Naugahyde

Portfolio
size closed:
11"x9"x1 1/2"

the NEW book for every businessman

"HOW TO TAKE MONEY OUT OF A CLOSELY-HELD CORPORATION"

- A PRACTICAL GUIDE BY PRACTITIONER-EXPERTS
- PACKED WITH IMAGINATIVE, MONEY-SAVING IDEAS

This is no Ivory tower, theoretical treatise. It is practical, full of ideas that work, and is presented in a style that is easy to understand and follow. It is derived from an all-day panel discussion sponsored by the Tax Institute of C. W. Post College of Long Island University. Just about every technique available is covered: from loans and proper salary levels to redemptions and liquidations; from sale-leasebacks to deflecting corporate income for stockholder use; from direct dealings with the corporation to indirect withdrawals via third party transactions; and much, much more.

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HOW TO SET UP AND RUN A QUALIFIED PENSION OR PROFIT-SHARING PLAN FOR A SMALL OR MEDIUM SIZE BUSINESS

The following check list enumerates just a few of the fortune-building, tax saving ideas with which this book is crammed...

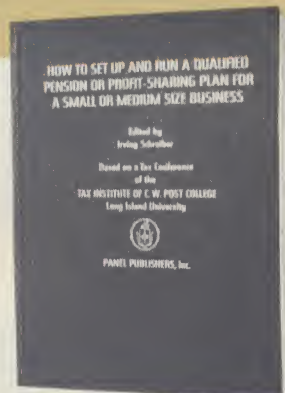
- How to parlay a corporate deduction, tax-free accumulation, and capital gain payout into an after-tax accumulation for an employee that could be twice or three times as much as he could otherwise accumulate—and that employee can very well be the "owner" of the business.
- How to set up a plan for a one-man corporation.
- How to fund a buy-sell agreement among stockholders with a tax-deductible dollars paid into the plan.
- How a participant in a plan can invest his own funds (in addition to the employer's contribution for him to the plan) in the same investments he would otherwise buy and get the advantage of a tax-free build-up in a qualified plan.

The Guide gives you a step-by-step procedure to follow to get that important Government okay—steps not only required by IRS, but also practical procedures to follow that facilitate getting your approval letter.

Once the plan is approved, there is still the administration of the plan to be taken care of... a continuing task that is required in order to retain the plan's qualified tax-exempt status. And there is also the important task of investing the plan's funds.

You can see how complete and far ranging... and practical... this Guide is. But you will only be convinced after you have it in your own hands... after you have put it to the test with your own problems. And you can do that at absolutely no risk to you.

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